

CREATIVE CIRCLE<sup>®</sup>

# 2024 CLIENT PULSE REPORT



For this year's annual report, we focused on artificial intelligence and the impact it is making on creative and marketing leaders as they:

- **MAKE DECISIONS ABOUT TALENT PLANNING**
- **DEVELOP STRATEGY**
- **NAVIGATE THE ADOPTION OF AI TECHNOLOGY.**

Our analysis shares insights from leaders who are actively involved in AI decision-making and implementation.

### METHODOLOGY

We received **463 qualified responses** from leaders across our creative & marketing client community from March 13–28, 2024.

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With a **95%** confidence level and an estimated population size of **600,000** hiring managers, we achieved a **+/-5% margin of error**.

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**94%** of responses came from individuals in **manager-level positions or higher**, with the largest category being directors.

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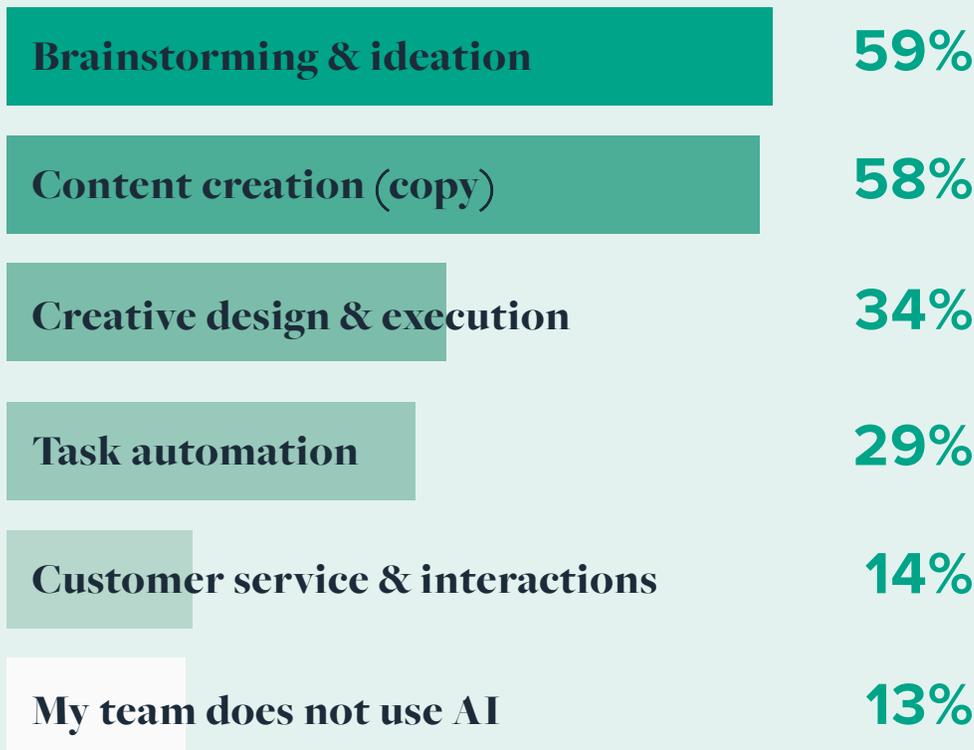
**67%** came from individuals in a **marketing or creative function** (as opposed to HR, procurement, or other departments).

**AI is a common tool across marketing and creative teams.**

**HOW OFTEN DOES YOUR ORGANIZATION USE AI FOR CREATIVE AND/OR MARKETING PURPOSES?**



**WHAT DOES YOUR TEAM USE AI FOR?**



Although their teams are already relying on AI, creative and marketing leaders are typically not experts in the technology themselves.

## HOW PREPARED IS YOUR TEAM TO ADAPT TO THE CHANGING ROLES/SKILL REQUIREMENTS OF CREATIVE/MARKETING PROFESSIONALS IN THE AGE OF AI?

On average, they rated their teams' preparedness as **neutral**, with a sway toward **prepared**.

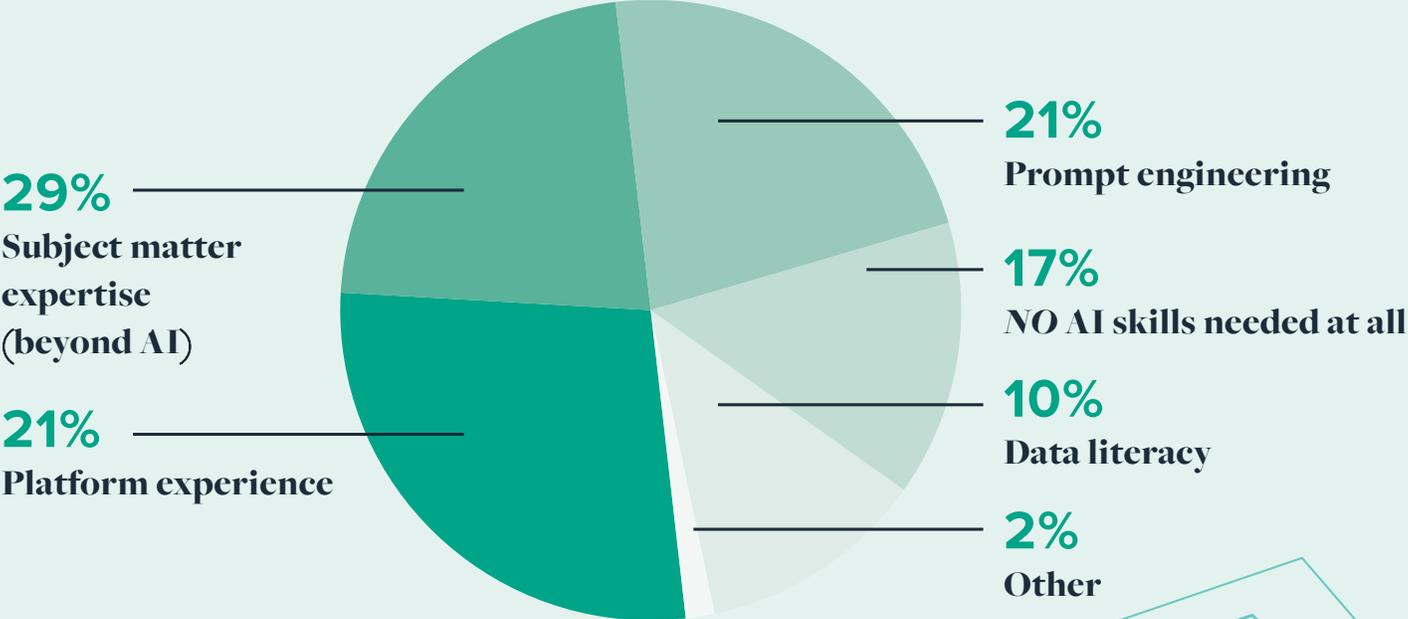


## HOW ARE YOUR TEAMS ADAPTING AND UPSKILLING IN REACTION TO EMERGING AI TECHNOLOGY AND TOOLS?



To achieve their strategic goals, creative and marketing leaders recognize they need to develop AI skills while still maintaining subject matter expertise beyond AI.

**WHAT ARE THE MAIN AI SKILLS/COMPETENCIES, IF ANY, THAT YOUR CREATIVE AND/OR MARKETING TEAMS NEED TO DEVELOP/ACQUIRE IN ORDER TO ACHIEVE YOUR STRATEGIC GOALS?**



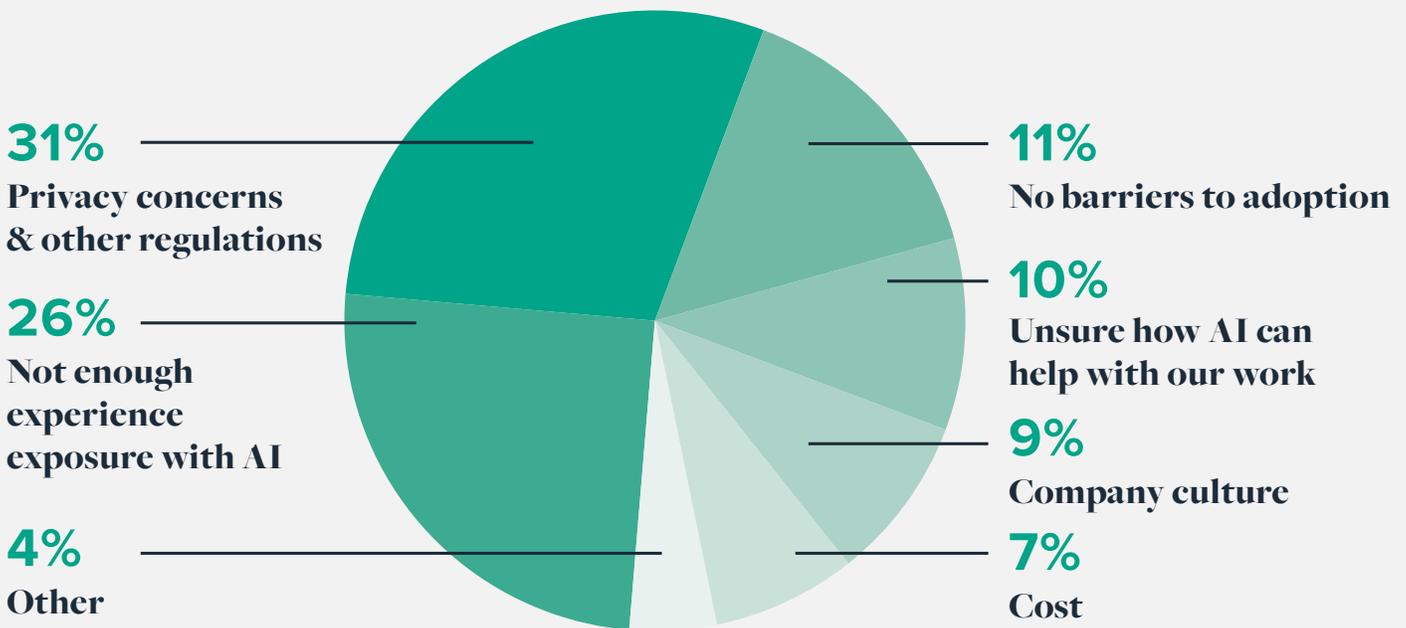
Creative and marketing leaders are somewhat concerned about the risks posed by AI technology.

### HOW CONCERNED ARE YOU ABOUT THE POTENTIAL RISKS/CHALLENGES OF USING GENERATIVE AI IN YOUR CREATIVE/MARKETING FUNCTION (E.G., ETHICAL, LEGAL, OR TECHNICAL ISSUES)?

On average, they rated their concern as **neutral**, with a sway toward **concerned**.



### WHAT, IF ANYTHING, IS THE BIGGEST BARRIER TO ADOPTION OF AI FOR YOUR TEAM?



Creative and marketing leaders are starting to consider AI skills when making hiring decisions.

**HOW IMPORTANT ARE AI SKILLS/EXPERIENCE TO YOU WHEN HIRING CREATIVE AND/OR MARKETING TALENT?**

On average, they rated the importance of AI skills as **neutral**.



Creative and marketing leaders are slightly more confident that their organizations will invest in **AI TECHNOLOGY**, as opposed to **AI TALENT**.

**HOW LIKELY IS YOUR ORGANIZATION/TEAM TO INVEST IN AI TOOLS OR PLATFORMS FOR YOUR CREATIVE/MARKETING FUNCTION IN THE NEXT 12 MONTHS?**

On average, they rated their confidence as **neutral**, with a sway toward **likely**.



**HOW LIKELY IS YOUR ORGANIZATION/TEAM TO INVEST IN SPECIALIZED AI TALENT (I.E. HUMANS) FOR YOUR CREATIVE/MARKETING FUNCTION IN THE NEXT 12 MONTHS?**

On average, they rated their confidence as **neutral**, with a sway toward **unlikely**.



## **OUR TAKE:**

For leaders who are looking to incorporate AI into their marketing or creative strategy, our team is here to support those goals. Creative Circle is well poised to provide subject matter experts, AI-capable people or teams, or consultative guidance as you plan for the rest of this year and beyond.

## **WE CAN HELP:**

Creative Circle is more than just a marketing and creative services agency. We are your trusted partner and advisor for **ALL YOUR AI NEEDS**.

**Ready to get started?** **Contact us today!**





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